



## News to Know

### Local ENERGY STAR News

#### New York Launches ENERGY STAR for Homes

The New York State Energy Research Authority (NYSERDA) launched the ENERGY STAR residential new construction program for labeled homes this spring. NYSERDA's efforts are spearheaded by an advertising campaign that includes prime time TV ads and radio spots that feature Steve Thomas, the long time host of This Old House. NYSERDA is also assisting in the development of the rating infrastructure to ensure home buyers realize measurable energy savings as well as other non-energy benefits. In addition, NYSERDA is offering temporary marketing and co-op advertising incentives to encourage rapid development of builder involvement.

#### Houston Hits the ENERGY STAR Map

ENERGY STAR builders in the Houston area aim to build 1,500 labeled homes in the year 2001. Currently six builders are championing this effort, including David Weekley Homes, Daybreak Custom Homes, Emerald Homes, Hammond Homes, Newmark Homes, and Pulte Homes. The co-op advertisement, "Low Utility Costs are Built into every ENERGY STAR Labeled Home" is currently running in the Houston market to educate consumers about the new ENERGY STAR builders. For more information, visit [www.houstonenergystarhomes.com](http://www.houstonenergystarhomes.com).

#### Dallas/Fort Worth Keeping Pace With Energy Needs

With rolling blackouts a sign of the times, builders and homebuyers are looking for ways to keep the pending energy crisis from spreading to Texas. Increased sales of ENERGY STAR labeled homes will provide financial savings for home owners, reduce peak demands on the state's electricity grid, and lead to better air quality for all Texans.

The goal of the new Dallas/ Fort Worth area program is to certify 4,000 ENERGY STAR labeled homes in the TXU Electric service territory over the next year. The program has strong financial support from regional sponsor TXU Electric and will be implemented by EnergyCheckup, a division of LandAmerica OneStop Inc., in conjunction with Guaranteed Watt Saver Systems, GeoPraxis and Kolar Advertising and Marketing.

Builders joining the Dallas/Fort Worth regional implementation program will receive, at no cost to them, floor plan analysis, diagnostic testing and third party inspections for the first 4000 homes built through the program. A sizable local advertising campaign will direct consumers to specific ENERGY STAR builders in their area.

#### Watch the War On Watts

A special news story aired May 17, 2001 on ABC13's newscast, about why energy efficiency is important for Houston, the energy capital of the world, and how energy efficiency in the home works with the President's new energy plan. Catch a summary of this exciting coverage by logging on to [http://abclocal.go.com/ktrk/business/chat\\_bridge.html](http://abclocal.go.com/ktrk/business/chat_bridge.html)

#### Showcase of Arizona ENERGY STAR Labeled Homes

On April 21, 2001 seventeen builders worked with fellow ENERGY STAR partners Southwest Gas, D.R. Wastchak, L.L.C., Fannie Mae, and CertainTeed to showcase 50 Phoenix-area communities of ENERGY STAR labeled homes. The showcase increased sales and inspired additional Phoenix area builders to join ENERGY STAR.

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## Program Developments

### Quarterly Activity Update

Over 3,800 ENERGY STAR labeled homes were submitted by rating providers for the first quarter of 2001 using the new Quarterly Activity Update process. In addition, recently reported trailing numbers for 2000 bring the number of ENERGY STAR labeled homes for last year to 13,631, and the total number of ENERGY STAR labeled homes to-date up to nearly 34,000.

The new Quarterly Activity Update greatly reduces the amount of information that providers submit to ENERGY STAR to document both their own and their builders' success. Feedback received from providers on the new reporting process has been extremely positive, especially when considered in connection with the new ability for providers to print their own ENERGY STAR certificates rather than submitting certificates requests to EPA.

### Revised Builder Option Packages (BOPs)

ENERGY STAR for Homes has recently revised its Builder Option Packages (BOPs). BOPs are sets of prescriptive residential construction guidelines for various US climate zones that specify, for various house designs and sizes, the most cost-effective packages of conservation measures that will ensure ENERGY STAR level performance. The guidelines require building envelope components and HVAC/WH<sup>1</sup> equipment specifications that are easily understandable by builders and contractors.

The elements that went into the updated and improved BOPs include:

- An expansion of climate zones from the 5 EIA<sup>2</sup> zones to the 19 MEC/IECC<sup>3</sup> zones

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Working together to create this Showcase of Arizona ENERGY STAR Labeled Homes, the partners put together promotional materials, advertisements, and speakers for the event. A fund was collected among the partners to launch a multiple week series of advertisements in the Arizona Republic's Saturday "AZ Home" section. In addition, 70,000 copies of an exclusive ENERGY STAR issue of Builder Profiles was created. This publication was inserted into Phoenix-area newspaper prior to the event to inform consumers of the achievements of the Arizona ENERGY STAR builder partners as well as to educate them on the advantages of owning an ENERGY STAR labeled home. Included on the first page is a statement from the EPA administrator Christine Todd Whitman. Lastly, a permanent joint Web site was created for new homebuyers to find information about buying an ENERGY STAR labeled home in Phoenix and Casa Grande. This level of collaboration among partners to promote ENERGY STAR is unprecedented for the program and sets an impressive example for other partners to follow in their communities.

### Frisco Adopts ENERGY STAR As Code

On May 1st 2001 in a landmark decision, the City of Frisco Texas adopted ENERGY STAR labeled homes as its minimum city-wide residential construction code for energy efficiency. This represents the first municipality in the United States to mandate ENERGY STAR labeled homes and the third party verification requirement that accompanies their construction. This code will pertain to any home built after May 23, 2001, and will be part of a broader green construction initiative that also encompasses water usage, indoor air quality issues, and construction recycling. The initiative was proposed by the city's Planning Department after working with local builders on a Green Building Committee. The city of Frisco is a rapidly growing city north of Dallas with population of 30,000 and 4,000 housing starts a year.

## Program Developments

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- Correlation of every US county to a climate zone
- Thousands of computer simulations with the research-grade DOE-2 residential energy simulation program
- The reformulated packages were double-checked with complementary software and vetted to various buildings scientists around the country whose suggestions resulted in more accuracy and better matching with accepted building practices for some climate zones.

BOP simulations model "worst-case" building orientations and adherence to BOP specifications ensure with a very high probability that a builder will meet or exceed ENERGY STAR levels of performance if a detailed HERS rating were performed on a home.

**Contrary to a common misperception, BOP-adherence requires the same quality-control level of field inspection of construction specifications and diagnostic testing of infiltration and duct leakage as traditional HERS ratings of homes.**

The reformulated BOPs will be published on EPA's Web site, [www.energystar.gov](http://www.energystar.gov), by mid-June 2001. Questions or comments can be addressed to the Program Manager Sam Rashkin, 202-564-9786/[Rashkin.Sam@epa.gov](mailto:Rashkin.Sam@epa.gov) or technical coordinator Glenn Chinery, [Chinery.Glenn@epa.gov](mailto:Chinery.Glenn@epa.gov).

### Check Out Our Web Site!

Please visit our recently redesigned Web site at [www.energystar.gov](http://www.energystar.gov), featuring news, facts, marketing resources, logos, and finder other participants.

### Upcoming Events

#### Energy Show in Indianapolis, IN

Mark Jansen from Energy Rated Homes Midwest and Travis Dunn from Thermal Scan Inspections are planning an Energy Show with the support of EPA. The Energy Show will include tours of ENERGY STAR Labeled Homes, energy saving tips for homeowners, and information about energy-efficient appliances. The Energy Show will be held from October 5-7, 2001.

Watch for more information in future newsletters.

### For More Information...

ENERGY STAR Hotline  
**1-888-STAR-YES**  
**(1-888-782-7937)**

<http://www.energystar.gov>

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<sup>1</sup> HVAC = heating, ventilation and air conditioning; WH = water heating

<sup>2</sup> EIA = US Energy Information Agency

<sup>3</sup> MEC = US National Model Energy Code, promulgated by the Council of American Building Officials and IECC = International Energy Conservation Code, promulgated by the International Code Council